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A Study on the Collaborative Mechanism for High-Quality Development of Kunming's Digital Cultural Industry from a Humanistic Economic Perspective

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Abstract: In an era of deep integration between the humanistic economy and the digital economy, technological advancements in digital fields and the resurgence of humanistic values are reshaping industrial development paradigms. Digital cultural industries in cities have become a core engine for driving regional economic transformation, showcasing urban cultural charm, and fostering new forms of productive capacity. Kunming, as the provincial capital of Yunnan and a radiation hub toward South and Southeast Asia, possesses profound multicultural heritage, diverse cultural resources, and a solid foundation for rapid digital economic growth, making it a typical and exemplary case for digital cultural industry development in ethnic regions of western China. Grounded in humanistic economics theory, this study systematically analyzes the current status and key challenges facing Kunming's digital cultural industry from a humanistic economic perspective, and proposes a multidimensional collaborative mechanism tailored to Kunming's ethnic characteristics across five dimensions: policy, industry-academia-research collaboration, industrial structure, supply-demand dynamics. The research aims to provide theoretical guidance for overcoming developmental bottlenecks and achieving synergistic growth between humanistic and economic value in Kunming's digital cultural sector, while offering practical insights for other ethnic cities in western China to leverage their cultural resources to promote high-quality development of digital cultural industries.

Keywords: Humanistic Economy; Kunming City; Digital Cultural Industry; High-Quality Development; Collaborative Mechanism

1. Introduction

such as the "14th Five-Year Plan for Cultural and Tourism Development" and the "Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy", National policy documents clearly identify the digital cultural industry as a key development area, making it an industry consensus to deepen the integration of culture and technology, foster new cultural business models, and build a new cultural industrial ecosystem. As a product of deep integration between the digital economy and the cultural sector, the digital cultural industry is characterized by innovation in its entities, intelligent tools, and diversified elements, serving as a vital carrier of high-quality productive forces. Cities, as hubs for cultural resources, have become central arenas for the development of the digital cultural industry. Yunnan Province's "3815" strategy positions Kunming as the leading force, providing significant policy opportunities and strategic support for the growth of Kunming's digital cultural industry. Kunming, as the primary engine for Yunnan's digital economy, has allocated 100 million yuan in special funds for digital economy development by 2025, established critical infrastructure including international communication exchange centers and computing power hubs. However, Kunming's digital cultural industry still faces prominent challenges, including insufficient exploration of humanistic values, weak original content creation, homogenization of industries, and low coordination efficiency. Against this backdrop, exploring pathways and collaborative mechanisms for high-quality development of Kunming's digital cultural industry from the perspective of the humanistic economy has become essential to overcoming developmental bottlenecks.

2. Core Concept Definition and Theoretical Foundation

2.1 Humanistic Economy

Humanistic economy is an economic model fundamentally oriented toward the comprehensive development of individuals, driven by humanistic values, and aimed at achieving the integration and synergistic growth of culture and economy. Its core characteristics are cultural relevance, economic viability, and integration. Cultural relevance emphasizes the inheritance of humanistic values and the promotion of outstanding cultures; economic viability focuses on realizing economic value; and integration stresses the deep convergence of culture, technology, industry, and society. At its essence, humanistic economy is "people-centered," emphasizing the organic unity of humanistic and economic values, as well as social and economic benefits. It represents a significant form of economic development within China's modernization process.

2.2 Digital Cultural Industry

The digital cultural industry is a collection of industries centered on cultural content and driven by digital technology, encompassing creation, production, dissemination, and services. It includes diverse sectors such as digital film and television, digital music, online literature, digital cultural products, digital art, immersive cultural tourism, and digital intangible cultural heritage. At its core, the digital cultural industry focuses on the digitization of cultural content, characterized by technological advancement, innovation, and integration. It represents a key direction for the transformation, upgrading, and development of the cultural industry, offering broader prospects for growth compared to traditional cultural industries.

2.3 High-Quality Development of Kunming's Digital Cultural Industry Leveraging

Focusing on Kunming's digital cultural industry, we would like to draw upon Kunming's rich and diverse local cultural resources—such as ethnic, humanistic, historical, ecological, and artistic elements—and use digital technology as a vehicle to creatively carry out the creation, production, dissemination, and services of digital culture-related industries with distinctive Kunming characteristics. The core lies in fully embodying Kunming's unique features—its ethnic diversity, cultural integration, ecological richness, and international outlook—with particular emphasis on areas blessed with distinctive resources, such as digital cultural creativity inspired by Kunming's various ethnic groups, immersive cultural tourism, digital intangible cultural heritage, and digital trade in South and Southeast Asian cultures. We would greatly appreciate pursuing high-quality development guided by humanistic values and driven by innovation as the core momentum, so as to achieve quality content, advanced technology, diverse business formats, synergistic benefits, and sustainable development, while balancing cultural heritage, economic growth, and the improvement of people's livelihoods.

2.4 Collaborative Mechanism

It refers to the regularized and institutionalized cooperation system formed during the development of Kunming's digital cultural industry, involving multiple stakeholders such as government, enterprises, universities, research institutions, industry associations, and regional partners. This system is centered on high-quality industrial development goals and encompasses core dimensions including policy coordination, industrial collaboration, regional synergy, and integration of industry, academia, and research [1].

3. The Current Status of Kunming's Digital Cultural Industry Development from a Humanistic Economic Perspective

The current status of Kunming's digital cultural industry can be summarized across three dimensions: humanistic resource endowment, industrial development scale, and locational and international expansion. The key indicators are presented in Table 1.

Table 1. Summary of Data on the Current Status of Digital Cultural Industry Development in Kunming City

Kunming Digital Cultural Industry Development Status Data Summary Table		
Dimension	**Key Metrics**	**Data value**
Humanistic resource endowment	Number of national-level intangible cultural heritage projects	11 items
	Number of provincial-level intangible cultural heritage projects	68 items
	Number of municipal-level intangible cultural heritage projects	over 200 items
	Number of national-level intangible cultural heritage inheritors	17 people

	Number of provincial-level intangible cultural heritage inheritors	154 people
	Total output value of Yunnan Yi embroidery industry in 2025	1.15 billion yuan
	Kunming's Yi embroidery industry accounts for a significant share of the province's total.	Over 40%
	The Yi embroidery industry has created employment opportunities for a large number of people.	Over 60,000 female embroiderers
	Kunming has developed a number of city cultural IPs with nationwide influence.	30+
	Kunming City IP-derived cultural and creative products annual sales revenue	Over 800 million yuan
Industrial development scale	Revenue of Kunming's large-scale cultural and creative enterprises in the first half of 2025	21.487 billion yuan
	Revenue growth rate of Kunming's large-scale cultural industry enterprises in the first half of 2025 compared to the same period last year	9.6%
	Kunming's large-scale cultural industry enterprises' revenue accounts for a certain proportion of the province's total.	70.9%
	2025 Kunming's large-scale cultural industry enterprises are expected to achieve annual revenue	40.5 billion yuan
	Ethnic Fashion Week boosts annual sales of intangible cultural heritage products	Break through 1 billion yuan
	Proportion of online sales channels for intangible cultural heritage products	62%
	Cumulative number of tourists received by Kunming's immersive cultural tourism projects from 2024 to 2025	18 million people
	Cumulative revenue of Kunming's immersive cultural tourism projects from 2024 to 2025	2.7 billion yuan
	The average spending per customer at immersive cultural tourism projects is higher than that at traditional scenic areas.	45%
	Kunming's esports industry market size in 2025	830 million yuan
	Number of esports clubs established in Kunming	7 companies
	The number of universities in Kunming that have established esports programs	3 items
Location and International Expansion	The Kunming cross-border data flow pilot covers the number of Southeast Asian countries	7 items
	The Lancang-Mekong International Film Week has cumulatively attracted participation from a number of countries.	35
	Lancang-Mekong International Film Week cumulative number of participating films	1,200+ titles
	Lancang-Mekong International Film Week has cumulatively signed a number of overseas project agreements.	47
	Kunming's cultural product exports in 2025	1.27 billion yuan
	Year-on-year growth rate of Kunming's cultural product exports in 2025	34.6%
	Kunming's digital cultural and creative products account for a certain proportion of total cultural product exports.	58%
	The total number of cross-border passengers served by the China-Laos Railway	800,000 people
	The China-Laos Railway has driven year-on-year growth in cultural consumption along its route.	52%

Note: Data in Table 1 is sourced from the "Kunming Cultural and Creative Industry Development White Paper (2025)", the Kunming Municipal Culture and Tourism Bureau's "Kunming Cultural and Tourism Industry Development Report (2025)", the "2025 China Western Cultural and Creative Industry Development Report", the "Lancang-Mekong International Film Festival Organizing Committee Report (2025)", and the "Kunming Municipal Commerce Bureau Development Report (2025)", among others.

3.1 Rich in Humanistic Resources with Outstanding Potential for Content Supply

Kunming boasts diverse and unique cultural

resources, home to 26 indigenous ethnic groups that have nurtured a rich heritage of intangible cultural assets, including the Yi Fire Festival, Dongchuan Mijie Festival, and Dian Opera. The city currently hosts 11 national-level, 68 provincial-level, and over 200 municipal-level intangible cultural heritage projects, with 17 national-level and 154 provincial-level inheritors. Non-heritage products such as Yi embroidery and Dai brocade combine outstanding cultural value with strong market appeal. In 2025, the ethnic cultural and creative industry represented by Yi embroidery achieved a total output value of 1.15 billion yuan across the province, creating employment for more than 60,000 female embroiderers, of whom over 40% are engaged in Kunming-related industries. As one of China's first historic and cultural cities, Kunming possesses profound legacies in Dianchi culture, War of Resistance culture, Nie Er culture, and ancient Dian culture. It has developed over 30 city cultural IPs with nationwide influence, including Nie Er, Red-billed Gull, and Jacaranda, generating annual sales of IP-derived cultural products exceeding 800 million yuan, continuously enhancing the recognition and market conversion capacity of its urban IPs. Leveraging the "Spring City" brand, Dianchi ecology, and flower culture, Kunming has achieved deep integration between ecological and cultural resources. At the same time, as China's hub for outreach to South Asia and Southeast Asia, the city features vibrant multicultural exchange and coexistence, offering immense potential for international communication and serving as an inexhaustible source for digital cultural content creation [2].

3.2 Industrial Development has Taken Initial Shape, and Distinctive Business Models are Gradually Emerging

Kunming's digital cultural industry has achieved initial scale. In the first half of 2025, revenue from large-scale cultural enterprises in the city reached 21.487 billion yuan, a year-on-year increase of 9.6%, accounting for 70.9% of the province's total revenue from such enterprises. Annual revenue is projected to reach 40.5 billion yuan. In the digital cultural and creative sector, a series of cultural products have been developed based on urban IPs such as Nie Er, Red-billed Gull, and Jacaranda. The Ethnic Fashion Week has driven annual sales of intangible cultural heritage (ICH) products to exceed 1 billion yuan, with online channels accounting for 62%. In immersive cultural tourism, projects including the Guandu Ancient Town ICH Digital Experience Hall, "Jue Yan"—a six-sense immersive feast of Dian culture—and the Caohai Light Show have been successively launched. From 2024 to 2025, these projects collectively attracted 18 million visitors and generated 2.7 billion yuan in revenue, with average spending per visitor 45% higher than that at traditional scenic spots, effectively promoting cultural tourism consumption upgrades. In digital film and television, local productions such as "Cuihu" have won international awards. The Lancang-Mekong International Film Festival has attracted participation from 35 countries and over 1,200 films, with 47 overseas distribution projects signed, establishing a core platform for domestic content to go global. In digital ICH, intangible heritage techniques such as Yi embroidery and Dai brocade have been successfully digitized, with continuous expansion of online live-streaming sales channels. In the esports industry, collaborations with universities have established talent development systems and hosted professional tournaments. By 2025, Kunming's esports market size reached 830 million yuan, hosting seven esports clubs and three university esports programs, gradually building a comprehensive industrial ecosystem [3].

3.3 Significant Locational Advantages and Broad International Expansion Potential

As a radiation hub for China toward South and Southeast Asia and a key node city in the Belt and Road Initiative, Kunming is the only provincial capital in China that combines both physical border ports and digital data ports. Sharing cultural roots and similar customs with Southeast Asian countries, Kunming enjoys unique advantages in international cultural exchange. International platforms such as the Lancang-Mekong International Film Week and the China-South Asia Expo provide stable channels for exporting Kunming's digital cultural products. The cross-border data flow pilot program now covers seven Southeast Asian countries, while ongoing construction of international communication gateway stations has laid a solid foundation for cross-border digital cultural trade. In 2025, Kunming's cultural exports reached 1.27 billion yuan, up 34.6% year-on-year, with digital cultural and creative products accounting for 58% of total exports, demonstrating continuously growing international competitiveness. The

China-Laos Railway has served over 800,000 cross-border passengers, boosting cultural consumption along the route by 52%, further expanding the international outreach space for Kunming's digital cultural industry [4].

4. Challenges in the Development of Kunming's Digital Cultural Industry from a Humanistic and Economic Perspective

4.1 Severe Homogenization of Industries and Lagging Development of Distinctive Business Models

Kunming's digital culture industry is dealing with a pretty serious homogenization problem right now. In areas like digital cultural creativity, digital intangible cultural heritage, and immersive cultural tourism, there's a lot of blind copycatting going on, and it's getting out of hand. Cultural and creative products and ICH-related stuff are all starting to look the same, and there's barely any differentiation based on local ethnic culture. Like, check this out: among immersive cultural tourism projects, the light show plus night tour combo makes up a whopping 75%, while differentiated ethnic cultural experience projects are less than 25%. Another thing: across the city's cultural creative industry chain, content creation accounts for 67% and basic product development is at 25%, but higher value-added stuff like derivative product development, full-chain IP operations, and cross-sector integration only makes up 8%. That pretty much shows the industry structure is stuck at a low level and the overall value-added of products is pretty weak. On top of that, 90% of companies doing cultural creative business in the city are micro and small enterprises. Among them, companies with fewer than 10 employees make up 72%, and those with annual revenue under 5 million yuan account for 83%. Right now there's still no core chain-leading company with real industry influence, which really shows how small and weak local businesses are and how underdeveloped the market players are. Compared to new first-tier cities like Hangzhou and Chengdu, Kunming's industry concentration and driving capacity are clearly lagging behind, and the industry cluster effect hasn't really kicked in yet.

4.2 Uneven Regional Application of Technology and Insufficient Integration of Culture and Technology

In Kunming's current digital cultural industry development, although the four main urban districts—Wuhua, Panlong, Guandu, and Xishan—have largely achieved 5G and computing power coverage, the 5G penetration rate in other suburban counties and ethnic regions remains below 62%, with core computing nodes nearly nonexistent. This results in a significant disparity between urban and rural areas in terms of technology adoption and application levels, reflecting a clear regional imbalance in technological implementation. Furthermore, approximately 81% of technological applications are concentrated on superficial aspects such as cultural industry exhibitions and marketing, while only about 19% are applied to the core process of cultural content creation. Cutting-edge digital technologies like VR/AR and AIGC are predominantly used for surface-level displays rather than deeply integrated into the entire workflow of content creation and experience design. Only 23% of culture-technology integration projects achieve deep integration, with most still stay at the simple combination of "technology + culture," indicating a notable lack of depth in cultural and technological fusion. Additionally, regarding talent, among the city's approximately 41,700 cultural and creative professionals, less than 5% possess interdisciplinary expertise, and there is a shortage of around 12,000 high-end technical talents in fields such as AIGC and digital twins. Professionals who understand both the essence of ethnic cultures and digital technology applications remain extremely scarce [5,6].

4.3 Weak International Communication Capabilities and Limited Overseas Channels

Statistics show that the market recognition of Kunming's digital cultural products is only 18%, significantly lower than the 65% for similar products from Japan and South Korea, and even below the 42% level of top-tier domestic products. This indicates that Kunming's digital cultural products still lack strong international communication capabilities and market visibility. It is evident that current product content has not yet adapted to international narrative styles and struggles to meet the aesthetic preferences and consumption demands of Southeast Asian audiences. Meanwhile, Kunming's international reputation in digital culture remains low, with its digital cultural brands ranking only 28th nationwide in global influence—behind cities like Chengdu, Chongqing, and Xi'an in western

China—highlighting a shortage of internationally competitive cultural brands and limited international market recognition. Furthermore, among overseas projects signed through international platforms such as the Lancang-Mekong International Film Week, the actual implementation rate is merely 31%, indicating substantial room for improvement in international operations and execution [2]. Additionally, market research in Southeast Asia reveals that Kunming's digital cultural products rely heavily on traditional exhibition channels, accounting for as much as 76% of export efforts, while utilization of emerging digital channels such as cross-border short videos, social media platforms, and digital distribution remains low at just 24%, reflecting relatively narrow overseas outreach pathways [7,8].

Table 2. Summary of Core Challenges in Kunming's Digital Cultural Industry Development

Kunming Digital Cultural Industry Development Core Challenges Data Summary Table		
Dimensions of adversity	**Key Metrics**	**Data value**
Severe homogenization of industries	The proportion of small and micro enterprises among Kunming's cultural and creative enterprises	90%
	The proportion of cultural and creative enterprises in Kunming with fewer than 10 employees	72%
	The proportion of Kunming cultural and creative enterprises with annual revenue below 5 million yuan	83%
	The Kunming cultural and creative industry chain is concentrated in the content creation stage, accounting for a significant proportion.	67%
	The Kunming cultural and creative industry chain is concentrated in the primary development stage, accounting for a significant proportion.	25%
	In Kunming's cultural and creative industry chain, the proportions of IP operations, derivative products, and cross-sector integration	Only 8%
	The proportion of light and shadow shows combined with night tours in Kunming's immersive cultural tourism projects	75%
	Proportion of differentiated ethnic cultural experiences in Kunming's immersive cultural tourism projects	Less than 25%
	Number of leading enterprises in Kunming's cultural and creative industry chain	0 families
Imbalanced technological application	The proportion of VR/AR, AIGC, and other technologies used in content creation in Kunming	Only 19%
	In Kunming, VR/AR and AIGC technologies are primarily concentrated in the exhibition and marketing stages.	81%
	5G and computing power coverage rate in the four main urban districts of Kunming	100%
	5G coverage in Kunming's suburban counties and ethnic regions	Only 62%
	Construction status of computing power nodes in Kunming's suburban counties and ethnic regions	Almost blank
	Total number of cultural and creative industry professionals in Kunming	41,700 people
	The proportion of multidisciplinary talents in Kunming's cultural and creative industry	Less than 5%
	Kunming faces a shortage of high-end technical talent in areas such as AIGC and digital twins.	12,000 people
	Proportion of deep integration achieved in Kunming's cultural and technological integration project	Only 23%
Weak international communication capabilities	Proportion of traditional exhibition channels for Kunming cultural products going global	76%
	Proportion of new digital channels for Kunming cultural products going global	Only 24%
	Recognition of Kunming's Digital Cultural Products in the Southeast Asian Market	Only 18%
	Recognition of Japanese and Korean cultural products in the Southeast Asian market	65%

	Recognition of domestic first-tier cultural products in the Southeast Asian market	42%
	Lancang-Mekong International Film Week signed project actual implementation rate	Only 31%
	Kunming's Digital Cultural Brand International Influence Ranking Nationwide	28th position

Note: Data in Table 2 is sourced from the "Kunming Cultural and Creative Industry Development White Paper (2025)", the Kunming Municipal Culture and Tourism Bureau's "Kunming Cultural and Tourism Industry Development Report (2025)", the "2025 China Western Cultural and Creative Industry Development Report", the "Kunming Science and Technology Bureau (2025)", and the "2025 Southeast Asian Cultural Consumption Market Research Report".

5. Building a Collaborative Mechanism for High-Quality Development of Kunming's Digital Cultural Industry from the Perspective of Humanistic Economics

5.1 Policy Coordination Mechanism: Strengthening Top-Level Design and Optimizing the Industrial Development Environment

Formulate specialized policies such as the "Kunming Municipal Digital Cultural Industry Development Plan for Ethnic Groups" and the "Kunming Municipal Support Measures for Digital Culture Going Global," focusing on key challenges including digitalization of ethnic culture, cross-border digital cultural trade, and the cultivation of interdisciplinary talent. Increase fiscal investment by establishing a dedicated fund for ethnic digital culture to subsidize projects in original content creation, key technology application, and talent development, thereby enhancing the relevance and effectiveness of policy measures. Establish a collaborative working mechanism led by the Municipal Propaganda Department, involving multiple departments including culture and tourism, industry and information technology, science and technology, education, foreign affairs, and market regulation. Hold regular coordination meetings to integrate efforts in industrial planning, policy formulation, project advancement, and regulatory enforcement, breaking down inter-departmental barriers and fostering collective momentum for industry growth. Improve systems for digital cultural copyright protection, content review, data security, and oversight of cross-border dissemination; establish a tiered content review mechanism to uphold humanistic values; strengthen copyright enforcement to severely crack down on piracy and infringement; standardize procedures for cross-border digital cultural communication, prevent cultural security risks, and ensure healthy and orderly development of the industry [9].

5.2 Industry-University-Research Collaboration Mechanism: Integrating Innovation Resources and Strengthening Talent Support

Collaborate with multiple universities in Yunnan to establish specialized programs such as ethnic digital culture, digital cultural and creative design, and immersive interactive design; jointly build training bases and customized training classes to cultivate interdisciplinary talents; invite experienced industry mentors to participate in teaching to enhance practical skills and align talent development with industrial needs. Establish a tripartite innovation alliance mechanism integrating "universities + research institutes + enterprises": universities and research institutions focus on core technology breakthroughs and original content creation, while enterprises provide market feedback, financial support, and channels for technology transfer. Co-construct digital culture laboratories and original content creation centers to advance technological innovation and incubation of original content. For example, Yunnan University of Economics and Management has partnered with local enterprises to transform ethnic dance performances into digital dance works, achieving deep integration of industry, academia, and research. Gather experts from fields including humanities and economics, digital technology, ethnic culture, and industrial operations to form a professional think tank; provide advisory guidance on industrial planning, policy formulation, project evaluation, and content creation to enhance the scientific rigor and foresight of decision-making.

5.3 Industrial Synergy Mechanism: Promoting Chain Collaboration and Building a Full-Industry Ecosystem

Establish the Kunming Digital Cultural Industry Association to create a platform for industry exchange and cooperation, fostering collaboration among enterprises in content creation, production, distribution, and derivative product development. Build an industry resource-sharing platform to enable mutual access and sharing of materials, technologies, channels, and talent. Encourage joint creation and co-promotion initiatives among enterprises to reduce operational costs and enhance overall industrial efficiency. Leverage leading enterprises' strengths in technology, capital, and distribution channels to drive coordinated development with small and medium-sized enterprises (SMEs). Guide leading companies to open their platform resources and share core technologies, supporting SMEs in focusing on niche areas for innovation, thus forming a collaborative model characterized by "leadership from top players and complementary support from smaller firms." Implement region-specific development priorities: focus the central urban area of Kunming on technological R&D and original content creation, while prioritizing intangible cultural heritage digitization and distinctive cultural products in suburban counties and ethnic regions. Aim for differentiated development and complementary advantages, and coordinate with culturally rich cities such as Dali and Lijiang to jointly explore ethnic cultural resources and build a unique digital cultural industry belt in western Yunnan, enhancing regional competitiveness. Proactively visit digital cultural industry clusters in regions like the Yangtze River Delta and Pearl River Delta, actively attract investment, technology, and talent to address local weaknesses, and learn from advanced development practices. Explore establishing digital cultural cooperation zones and jointly developing digital cultural projects with countries in South Asia and Southeast Asia to expand into international markets and strengthen global recognition and visibility [10].

5.4 Supply-Demand Coordination Mechanism: Precise Matching to Activate the Consumer Market

By establishing a technical application review mechanism grounded in cultural values, we ensure that digital technologies genuinely support the preservation of ethnic culture and the expression of humanistic values. Key technological solutions should align closely with the cultural essence of Kunming's ethnic communities, avoiding technological misuse that could distort cultural authenticity or dilute ethnic distinctiveness. At the same time, digital technologies should be fully leveraged to promote the inheritance and dissemination of ethnic cultures. We actively encourage deep collaboration between content creators and technical experts, integrating elements of Kunming's ethnic culture into technology development so that innovation simultaneously empowers precise cultural expression. This can be achieved through advanced digital tools such as VR/AR to reconstruct and showcase traditional Kunming festivals and intangible cultural heritage; by digitizing archives to preserve endangered cultural practices; and by using short videos and other online platforms to expand the reach and influence of Kunming's ethnic culture. For instance, Yi embroidery patterns could be transformed into digital texture technologies for use in cultural products and game design. By employing big data analytics, we can study the cultural consumption preferences and pain points of local residents, tourists, and Southeast Asian visitors, enabling accurate customer profiling and precise market demand analysis—thereby guiding focused content creation and targeted product development. For mass markets, emphasis should be placed on accessible, entertainment-oriented products; niche markets require high-quality, specialized offerings; while international markets call for adaptable, emotionally resonant products. Meanwhile, the Kunming Municipal Government can lead efforts to create immersive, interactive, and social digital cultural consumption experiences—such as digital night-time tourism zones, immersive experience centers, virtual social platforms, and integrated online-offline events—to meet diverse consumer needs.

6. Conclusion

Currently, although Kunming's digital cultural industry enjoys five solid foundations—rich humanistic resources, well-developed digital infrastructure, a sound policy system, initial industrial scale, and significant locational advantages—it also faces six core challenges: insufficient exploration of humanistic value, prominent homogenization among industries, shallow integration of technologies, ineffective coordination mechanisms, lagging policy support, and weak international communication capabilities. From the perspective of the

humanistic economy, to achieve high-quality development, Kunming's digital cultural industry must establish a diversified model characterized by "humanistic values as guidance, digital technology empowerment, distinct ethnic features, integration of diverse business models, and open collaborative development," thereby achieving an organic unity of humanity, technology, ethnicity, economics, and openness. By building four coordinated mechanisms—policy, industry-academia-research collaboration, industrial development, and supply-demand alignment—Kunming can mobilize the collective strength of governments, enterprises, universities, and industry associations to overcome existing obstacles. In the future, Kunming should explore seven key pathways: in-depth resource development, technological innovation-driven empowerment, improved coordination mechanisms, cultivation of market entities, talent development, expansion of open communication, and strengthened policy safeguards. These efforts will promote the simultaneous growth of humanistic and economic value in the digital cultural industry, advance the construction of "Cultural Spring City," and provide a model for digital cultural development in ethnic regions of western China.

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